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RETURN TO POMOLOGY
SECTION OF NOMENCLATURE.

APR 26 1916

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Lumberton, Miss.
Permit No. 1

INDEXED.



The Pecan and its Culture

How to Buy It
How to Plant It
How to Grow It
Where to Grow It
The Profit in It

APR 26 1916

\$80,000 was recently refused for an 80-acre Pecan Orchard. You can grow an orchard at small cost worth \$1,000 per acre by getting the highest grade bred-up trees direct from

THE I. E. BASS & SONS PECAN COMPANY
LUMBERTON, MISSISSIPPI

POSTMASTER: If uncalled for, please deliver to some progressive land owner

Hort. and Pom. No. 201.

U. S. DEPARTMENT OF AGRICULTURE.
Official Business.

Penalty for Private Use, \$300.

U. S. Department of Agriculture,

Washington, D. C.

BUREAU OF PLANT INDUSTRY,
Horticultural and Pomological Investigations.

8-2802



\$39.00 Worth of Nuts From One of Our Bred-Up Trees Set Out Only Six Years. Notice the Size.

YOUR GUARANTEE OF UNDER-PRODUCTION

The demand for pecans is increasing faster than the population. This is the safety valve on all industries. Thousands of trees being set out are inferior varieties. Thousands more are improperly planted and cared for. Not one tree in every 1,000 already set is as fine as our high grade bred-up trees. About \$15,000,000.00 worth of nuts are imported into the United States yearly. No pecans are exported. We firmly believe that \$100,000,000.00 worth of pecans could be sold every year at mighty profitable prices, in the United States and European countries.

PLANT ONLY BUDDED AND GRAFTED PAPERSHELL TREES

The results from budded and grafted trees are the same. You graft in the winter when there is no sap in the trees and bud in the spring and summer when the trees are full of sap and the bark will peel off readily. Just as you can breed pure-bred bulls to scrub cows, you can bud or graft the fine papershell trees to scrub trees, but it is absolutely impossible to get as fine tree as if you had budded or grafted to root stocks grown from the finest papershell pecans. Common sense teaches that you cannot breed a pure-bred to a scrub and get a pure-bred offspring—it is only a half-breed. Remember we are the only people growing pecans today who use only stocks from bred-up, selected papershell pecan trees on which to bud or graft our fine varieties.

BUDDED AND GRAFTED VS. SEEDLING TREES

No planted pecan nut will reproduce the parent tree in all respects. Nine times out of ten the nut will not be as large, the tree as healthy and vigorous, nor the quality as good. By taking our buds and grafts from heavy annual bearing papershell trees, the trees we sell you are bound to reproduce the parent in all respects. Budded and grafted trees bear earlier. The nuts are large, thin shelled and alike, and sell for several times as much as badly mixed and small thick shelled seedlings. It does not cost you as much to raise the fine varieties, for you don't have to wait so long for them to bear.

PASTURES IDEAL PLACES FOR PECAN TREES

No one in the Cotton Belt should fail to grow our high-grade budded and grafted papershell pecan trees in his pastures. Simply stake so stock cannot get to them for two or three years; then your stock will manure the trees while standing under them for shade. If possible, dynamite the holes for the trees. Directions given elsewhere.

THE SOUTH HAS A MONOPOLY ON PECANS

Papershell pecan nuts cannot be grown successfully anywhere else in the world. The world must necessarily look to the Sunny South for her supply of the King of all Nuts. Our opportunity here is unusually great. Why neglect it?



Blooming and Bearing the First Year Grafted in the Nursery Row.

OUR BUDDED AND GRAFTED TREES BEAR EARLY

Buds and grafts used by us are from the very best trees known. They are taken only from the heaviest annual bearers of large, well shaped and filled nuts. Our buds and grafts are not only selected and cut under careful, scientific and expert management but are budded or grafted on strong, stocky, thrifty, vigorous and well-rooted stocks. They are carefully bred-up instead of bred-out. Hundreds of our trees are full of bloom in the nursery rows. Dozens of little trees mature big fine nuts in the rows. All the trees are three to five years old from seed before we sell them—in two to five more years they will have a root system from 5 to 10 years old. At this age they will begin paying well where cared for.

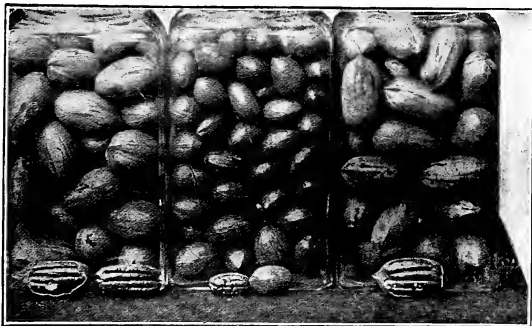
MANY WORTHLESS PECAN TREES SOLD

Every year thousands of almost worthless pecan trees are sold. Because they are "cheap"—using the word in its worst sense—people who ought to know better get stung. We are not knockers, but because we hear and know of so much absolutely worthless stock being worked off on good honest, unsuspecting people, we feel it our duty to warn you.

DO NOT BUY YOUR PECAN TREES FROM AGENTS

Buy your trees direct from our nursery. Get higher grade trees for your money and support no middle man. Most all agents are unreliable. They will out-talk you if given a chance and work off inferior trees right before your eyes. They often sell many pecan trees that have never been budded or grafted to even poor varieties for high grade stock. Lots of the trees agents sell have just been scarred so as to make you believe they were budded or grafted. When they bear, if they ever do, the agent has gone and the nursery he represented has changed hands or gone out of business. If fooled by them you will always regret it.

In buying pecan trees you have to depend absolutely upon the honor and reputation of the party selling you the trees. If you buy from unreliable men you find out after caring for your trees until they come into bearing that you have been swindled and that you have paid good money for inferior trees that will stay that way. Our trees are guaranteed to be absolutely the best bred-up trees and to please you in every respect. We invite you to investigate our reputation for honesty, reliability, sincerity and truthfulness most thoroughly, and to come and see for yourself that our nursery trees are the highest grade pure-bred stock on the market.



The Two Outside Jars Show Our Bred-Up Kind of Nuts and the Middle Jar Half-Breeds.

WHY SCRUB SEED ARE PLANTED

One pound of small seedling pecans will cost from 6 cents to 12 cents. One pound of the finest nuts from 40 cents to 75 cents. Not only does every pound of extra fine papershell pecans cost five or six times as much, but because the nuts are about three times as large, there is only about one-third as many nuts to each pound. So each large pecan costs from 15 to 16 times as much as each small one. As one nut can make only one tree, it follows that you can get fifteen or sixteen trees from small seed as cheaply as just one little tree from the fine nuts. Just because the best costs fifteen or sixteen times as much, others will not plant them for they cannot sell the trees for fifteen or sixteen times as much as the inferior trees, and of course, make as much profit. This is the one and only reason for planting small seed nuts. Common sense teaches that these trees are necessarily inferior and always will be; but as they are the most profitable for the nurserymen they will be put off on you if you will stand for it.

OUR SEED PECANS ARE THE BEST PLANTED

No other concern in the world selects their seed from trees that out-bear, out-grow, fill better and bear bigger, better and finer nuts than any other trees they can find anywhere. The seed pecan furnishes the root systems of the budded or grafted tree for all time. The habits of the

tree must forever be a part of the budded or grafted tree. So your budded or grafted tree cannot be superior unless the parent of the nut furnishing the root system is unexcelled. You cannot breed the finest Hereford bull in the world to a scrub cow and get as fine calf as if you breed him to the finest Hereford cow; nor can you plant scrub seed pecans and by budding and grafting from a fine tree get as fine nuts as if you used fine stock on both sides.

DEMAND THE FINEST TREES GROWN

Your Papershell Pecan Trees will grow bigger, bear more and become more profitable every year as they grow older. They will really be a monument to your business judgment and foresight. If you get the best you will always be glad if yourself, you will make more money out of them and will be honored by your family, your relatives and all who know of your orchard. You will be remembered as one man who demanded the best. The finest trees will not only live better, grow faster, and look finer, but also bear earlier, bear more nuts, and bear larger and finer nuts



Heavy Loaded Branches of a Budded Tree
This Tree is Bending With High-
Priced Fruit.

DON'T MAKE THIS MISTAKE

The biggest mistake possible for you to make in setting out your pecan orchard is getting half-bred or scrub pecan trees. Of course, you can buy them for a few cents less to start with, but you cannot properly set out the sorriest pecan tree for one cent less than the finest one. You cannot properly care for and cultivate it, so the only difference is the price you pay the nurserymen. It is certainly foolish and unbusinesslike to have the poor grade trees at any price when you can get the highest grade pure-bred stock that will for all time make you more pecans, larger and finer nuts that sell for more money, for a few cents more. Our bred-up trees may cost you a few cents more to start with, but in the end they are by long odds the cheapest trees you can buy—for remember the trees you set out will last your lifetime and longer.

WHY PECAN TREES COST MORE THAN OTHER TREES

Skilled experts only can successfully bud or graft pecan trees. Almost anyone can bud or graft peaches, apples, etc. It takes from three to five years to get a pecan tree large enough to sell. Other trees require only one to two years. Pecans to plant cost many times as much as other seeds where the best are used. Rats, etc., destroy the planted pecan seed badly. The pecan tree is slow to come up and start off. Every properly grown papershell pecan tree will require the attention of an expert from 15 to 25 times before it is sold. Buds and grafts from the finest trees are very expensive. Stunted trees by the hundred need to be destroyed. A smaller per cent of pecan buds and grafts live and grow off than of other trees. It costs five times as much to dig and pack pecan trees on account of such a deep tap-root.

PECAN GROWING BETTER THAN FRUIT GROWING

You know that many fortunes have been made in fruit growing. But where one pecan tree dies thousands and even millions of fruit trees die. Fruit trees blight and take San Jose scale, but not so with the pecan. While early fall frosts and the late spring freezes kill millions of dollars worth of fruit, the pecan flourishes. The fruit dealer is at the mercy of the wholesale buyer because his product will soon rot. He must sell quickly and gather the fruit in all sorts of bad weather. The pecan grower can take his time. Pecans keep for many months. They do not deteriorate while in transit to market. The cost of maintaining a fruit farm is considerable; the cost of maintaining a pecan farm insignificant. The life of a fruit orchard is of short duration; the life of a pecan orchard is such that it will bring you a life income and continue to do the same for your children and your grandchildren.

ONE PLANTING LASTS A LIFETIME

What else can you put out that will make you big profits every year, get better as it gets older, and last not only all of your lifetime, but the lifetime of your youngest child? \$1000.00 has been offered for proof that one single pecan tree ever quit bearing or died on account of old age. You can't say this for any other fruit tree that grows.



Selecting Our Seed Pecans Carefully and Scientifically in the Orchard.
You See the Crop of a Tree Set Five Years.

WHAT ONE FROTSCHER'S EGGSHELL TREE HAS DONE

The following is a careful record of what one Frotscher's Eggshell pecan tree has done. It was planted in 1892 on average pine land when about three feet high, and cost the owner \$2. This tree has had good cultivation, but no better than the average orchard tree ought. Below we give you the number of pounds this tree yielded, the number per acre of fourteen trees, and the number per five acres of seventy trees, and the income on five acres of seventy trees, at the very lowest price any of the varieties of pecans we are offering you will sell for the next fifty years. These nuts are now bringing \$1 per pound, but, to be absolutely sure that our figures will hold, we will base our estimate on a price of 25 cents.

	One	Fourteen	Seventy	\$
1896.....	7 lbs.	98 lbs.	490 lbs.	122.50
1897.....	10½ lbs.	147 lbs.	735 lbs.	183.75
1898.....	13½ lbs.	189 lbs.	945 lbs.	236.25
1899.....	27 lbs.	378 lbs.	1,890 lbs.	472.50
1900.....	16 lbs.	224 lbs.	1,120 lbs.	280.00
1901.....	45 lbs.	630 lbs.	3,150 lbs.	775.00
1902.....	80 lbs.	1,120 lbs.	5,600 lbs.	1,400.00
1903.....	121 lbs.	1,694 lbs.	8,470 lbs.	2,117.50
1904.....	131 lbs.	1,834 lbs.	9,170 lbs.	2,292.50
1905.....	96 lbs.	1,333 lbs.	6,720 lbs.	1,680.00
1906.....	30 lbs.	420 lbs.	2,100 lbs.	525.00
1907.....	169 lbs.	2,366 lbs.	11,830 lbs.	2,957.50
1908.....	352 lbs.	4,928 lbs.	24,640 lbs.	6,135.00
1909.....	196 lbs.	2,744 lbs.	13,720 lbs.	3,430.00
1910.....	306 lbs.	4,284 lbs.	21,420 lbs.	5,355.00
1911.....	196 lbs.	2,744 lbs.	13,720 lbs.	3,430.00
1912.....	344 lbs.	4,816 lbs.	24,080 lbs.	6,020.00
1913.....				
21 years.....	2,140 lbs.	29,960 lbs.	149,800 lbs.	\$37,450.00

STOP A MOMENT AND CONSIDER THIS TABLE

The yield the 21st year would be 4,816 pounds of fine nuts per single acre of fourteen trees. \$1,240.00 per acre is what high grade trees, given good care, should make for you twenty-one years from the time they are set. More than \$1,100.00 per acre clear profit. All acres will not do this well, of course, but remember we are basing our figures on less than one-half the present price of nuts and taking for example a tree that has had thousands of limbs cut off for bud and graft wood, and also, has been injured by the wind destroying large limbs. Is there any wonder the richest and most farsighted men in the United States pay \$1,000.00 per acre and upwards for fine pecan orchards. \$15,500.00 per acre is what such an orchard is worth for it will pay 8 per cent. on this amount and gets better annually.

THE ACTUAL COST TO SET AN ACRE

The tree mentioned was not larger than our 3-4 ft. trees and cost \$2.00. A larger sized tree would have come into bearing earlier and, of course, made more nuts. But to get down to the actual cost of setting one acre in the finest bred-up pecan trees: Fourteen 3-4 foot trees will now cost you only \$12.95. Seventy trees, enough for five acres, will cost you just \$64.75. Say you buy larger trees and pay twice as much for them you are still getting your trees cheaper than this man, and getting higher bred stock. By all means put out a few trees, an acre, five or ten acres, of our bred-up papershell trees this season. Don't put it off until next year for that makes it just one year longer before you can enjoy that happiness, contentment and ease afforded to growers of fine pecans.

A SAFE INVESTMENT FOR YOU

Capitalists are paying as much as \$1,000 per acre for pecan orchards—orchards set out just five or ten years ago. Careful records, data, etc., have convinced them that there is big money in buying orchards at this big price. There is more money in it for you who own your own land—in ten years the nut crop will more than have paid you all expenses. You can have an orchard worth \$1,000 per acre at no expense in 10 years.

A SUBSTANTIAL LIFE INCOME

And a handsome inheritance for life for those who are dearest to you. Think what it means! Think what it means to be independent, to be able to look into the future without fear of old age, failing health, accident, increasing family responsibilities, money panics, uncongenial employment—troubles which overtake 98 people out of every 100. Can you afford to put it off another year?

A BEAUTIFUL PICTURE

Consider what it means to own land! Something that can never be stolen, burnt, lost or taken from you or your heirs—land that will never need any great amount of care or cultivation. Then picture to yourself on this land a tree, which is one of Nature's hardestiest offsprings; which lives and produces increasing crops every year for more than a century; which requires less and less attention as it grows older and more profitable. This is not open only to the rich; the average man or woman can grasp this opportunity. Take now—the step that means a life income to you and protects your dear ones from want.



You Can Have an Orchard Just as Fine in Ten Years—Worth
\$1000.00 Per Acre.



Look at the Root System—One Reason Why Our Trees Live so Remarkably Well, Grow Off So Fast and Bear so Early.

Our Trees Free of Disease—A certificate of inspection of the Mississippi State Entomologist guaranteeing our trees to be free of disease accompanies each bundle of trees. All inspection laws of other States are complied with.

TERMS AND CONDITIONS OF SALE

Terms are cash with order. We pay spot cash for everything and sell the same way. It saves us a lot of bookkeeping and annoyance and enables us to sell our high grade bred-up trees cheaper.

How to Send Money—Send money any way that is most convenient to you. We do not have to pay exchange on checks.

We Cannot Ship Trees by Mail.

Our Shipping Facilities—Are exceptionally good. We are near the depots of two railroads and have open stations both day and night. Also have long distance telephone and telegraph service. You can get us over the telephone any time.

Our Trees Always Freshly Dug—We can dig and ship your trees any day.

Order Early—The demand for our high grade bred-up trees far exceeds the supply and it is very imperative that you send in your order early. Those who order early naturally receive the choicest stock.

Guarantee—We guarantee every tree sent out to be well grown, properly handled and packed and true to variety.

Mistakes—We take great interest in our work, and probably make as few mistakes as anyone, yet we are not infallible, therefore, stand ready to make good any mistakes that may occur as far as possible, or if any varieties ordered should accidentally not prove true to label, we will either replace the same free of charge or refund the purchase price, but are not liable for further damages.

Time of Shipment—Unless otherwise instructed, orders received during the shipping season will be forwarded as soon as possible after receipt of the order.

Substitution—If out of the varieties ordered we will send the ones we know to be the equal or superior unless instructed not to substitute.

No Charge for Packing or Drayage—We carefully pack and tag all trees free of charge.

Visitors—We cordially invite you to come to see our big nursery. We will show you hundreds of little trees full of bloom, and nuts, and the finest bred-up nursery stock you ever saw.

PICTURES BELOW ARE OF NATURAL NUTS



Stuart

The Stuart is a very large, heavy pecan, of very good quality and an excellent filler. The tree is very vigorous and healthy and a heavy bearer. The Stuart Pecan is succeeding over a wide area and is the safest and most profitable of all for market plantings. No one can make a mistake in planting this variety very liberally.



Frotscher's Eggshell

This variety, like Stuart, is succeeding over a wide area, and is one of the safest and most profitable of all varieties for commercial plantings. The Frotscher is a very large pecan—the largest papershell pecan known. The tree is a vigorous grower, and makes an ideal roundheaded tree, and is a regular bearer. This is the variety that is growing over the grave of the late Gov. Hogg, of Texas.

FROTSCHER'S EGGSHELL

For years we have looked for an unusually high class papershell pecan to give our name. This pecan has been called the Mexican because we were not absolutely satisfied that it excelled, and wanted to be sure before sending it out under our name. For six years we have watched it carefully and it has proved to be not only the heaviest bearer we have ever seen, but one of the earliest to come into bearing. We have a number of trees bearing the second year set and they were only 4-5 ft. and 5-6 ft. trees when put out. The nut is very thin, large, long and of a beautiful color and shape. The flavor is unusually fine. It bears early and is a heavy every year bearer. The nuts ripen two or three weeks earlier than the other varieties and bring big prices on the earliest market. The nuts fill fuller than any of the other varieties. We sincerely believe this is the finest papershell pecan ever put on the market and are setting it almost exclusively ourselves.

THE BASS PAPERSHELL



Bass Papershell

SUCCESS
This grand nut has probably attracted more attention than any other nut recently introduced. Though not the largest nut in existence, the kernel has proved to be the heaviest in a test of fourteen leading varieties made during a series of years. Ovate in form, with thin shell of splendid cracking quality; kernel plump and heavy; flavor excellent, color bright and form fine. Tree of good sturdy growth and heavy annual bearer. Select nuts, forty to the pound. Keeping qualities the best.



Success



One of Our Bred-Up Schley Trees Bearing Heavily the Second Year Set Out.

The best place for your orchard is the land that lies best, that you like best and will take the best care of and keep in your possession, or that of your family, for it will be your living monument—the one that will show for years your keen business judgment and foresight.

PROPER DISTANCE TO SET PECANS

On lands of only fair fertility, plant fifty by fifty feet. If on good hummock or a class of land that will produce good farm crops without the aid of fertilizer, we would plant sixty by sixty feet, and not less. We urge that you use the triangular system pictured in this catalogue. This is the very best and most economical way of planting pecan trees.

PECANS FOR PROFESSIONAL AND SALARIED PEOPLE

A pecan orchard is the ideal investment for salaried people. Physicians, lawyers, dentists, professors, and school teachers, and all others earning a steady, moderate income, have their best opportunity for making and saving their money in a pecan grove. For pecans are the easiest crop to grow, cultivate, and market. Unlike grain, truck and the small fruit, replanting is not necessary. Once planted, a pecan tree lives and grows and bears for hundreds of years. Very little attention is required from the start, and this grows less and less as the trees get older. The crop is constant, easily and cheaply gathered. It does not rot or spoil. The demand for this greatest of all food nuts is strong and rapidly increasing. The world's biggest markets are only a few hours from your doors. A five or ten acre orchard will send your children to school and give them a college education and a start in life when they get out of school.

PECAN TREES FOR SHADE

Why plant non-bearing and unprofitable trees for shade, when the smooth, straight, thrifty and vigorous papershell pecan trees make the finest and longest lived shade trees known? Single-shade pecan trees often make \$50.00 to \$75.00 worth of the choicest and most nutritious nuts known. Think what a pleasure it is to get from one to five bushels of these big thin-shelled nuts off single trees instead of absolutely nothing from oaks, elms, etc. Hundreds of people are getting rid of other shade trees and putting out our high-grade papershell pecan trees. They will last for 100 years and get more profitable every year. Pictures in this treatise will show you the exceptional and stately beauty of the high-grade pecan. Get our large-size trees for quick shade and early fruit. Especially large, smooth, straight trees for shade, \$3.00 each.

THE BEST LAND FOR PECAN TREES

Land that drains well is best. Because wild pecans are found only in swamps, do not think this is the best land for your pecan orchard. Nature can plant pecan nuts only in the swamps where they are scattered by high water, squirrels, birds, etc., and the sediment, settling over them, plants them. You might scatter a barrel of nuts on your hilly land and none would come up without you cover them by hand.

But your money depends on the amount of nuts you are able to grow, and many of the heaviest bearing trees in the world are on poor hilly land with little cultivation and fertilization. You can grow larger trees on the rich lowlands, but the growth goes to wood and leaves, and makes less fruit. Any land that will grow cotton will grow fine pecans. Land that naturally has hickory or oak growth, or some tree related to the pecan is ideal land.

EARLY PLANTED TREES BY FAR THE BEST

Set your trees out as early as possible after November 15th. You can set out trees as late as March; but it is much better earlier, for the trees are firmly settled in the ground and the roots send out little feeders during the warm spells and make much more rapid growth in the Spring. Late-set trees are loosened by the wind in the Spring and often killed.

YOUR TREES ARE PRUNED AND PREPARED FOR YOU

We endeavor to send out properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but to set them out. The taller grades of trees should be top-trimmed, as it balances the top against unavoidable loss of some roots when the tree is transplanted. Proper pruning insures the tree living and a good growth. Where trees are properly pruned, handled and planted there is no reason why any of them should die. Our prices are made on the height of the trees when dug. When properly top-trimmed, the height is often materially reduced. Therefore, if the height of a trimmed tree, when received, is less than the catalogue height, this is the explanation.

OUR GUARANTEE TO LIVE

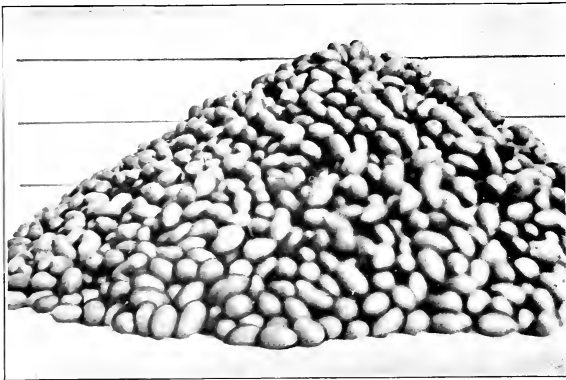
Our trees are so thrifty, vigorous and well-rooted that they live remarkably well. Every tree is carefully and scientifically pruned for you and packed in damp moss. Trees are tagged so as to show you just how deep to plant. Planting instructions are sent to each customer and when these are followed we will replace all trees dying the first year at half price—sharing the loss equally with you.

CULTIVATION

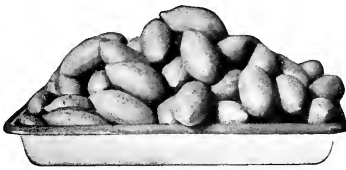
Our experience with pecans shows us that they grow off well on cut-over land without cultivation, but the universal opinion seems to be that they will do better where the land is cultivated. In "Nut Culture," the United States Department of Agriculture, under this heading, says: "This should be thorough the first three years, or until the trees are of good size. Cultivate as for cotton crop and keep the grass and weeds from around the trees by hoeing or mulching. Trees thus cultivated in Mississippi that are thirteen years old have grown to be twelve inches in diameter, and yield from a barrel to a barrel and a half of nuts annually. Other trees of the same age, and not cultivated, are but four inches in diameter. To secure the best results, manure, care and cultivation must be bestowed upon the trees."

WHAT CROPS TO GROW IN YOUR ORCHARD

Irish potatoes, followed with sweet potatoes, are the best crops to grow. The next best crops in their order are peanuts, peas, velvet beans, cotton, beggar weeds and corn. Grain is bad. Use a mulch around the trees if you can. Rotate the crops mentioned above for best results. The soil must not be robbed of moisture and fertilizer, and the trees of sunshine. Velvet beans and peas are excellent for building up the soil. Be sure to keep the vines cut off the trees. Run your rows east and west, so trees will get more sunshine. Leave a strip five to eight feet down your pecan row without any other crop, and keep it cultivated. It will pay you.



We Plant the Finest Seed Pecans of Any Concern on Earth.



Van Demans

THE SCHLEY

Said to be the ideal pecan. It is an early bearer. Fills very full. Cracks easily and very thin-shelled. The tree is a rapid grower and has beautiful foliage. The nuts bring the highest prices on the market and are of large size. The picture is of an actual nut. Our stock is mighty fine in this variety.



The Schley

VAN DEMAN

A very large, long, soft-shell nut of good flavor and good quality. A very popular market nut, and one of the safest to plant generally. The tree is vigorous, healthy and a heavy bearer. Succeeds over a wide area.



PRICES FOR OUR BRED-UP PECAN TREES

You can buy trees for less money but you cannot duplicate the quality we offer you at any price. Our trees are measured from the ground up and not from the tip of the tap-root and are larger than the next listed size of most nurserymen. The best is the only kind we sell. Cheap trees are inferior. If you want trees you will always be proud of, let us select them for you. Prices in larger lots furnished upon application. 50 trees at 100 rates.

Size	Each	Five	Ten	One Hundred
3-4 feet	\$1.00	\$4.75	\$9.25	\$87.50
4-5 feet	1.25	6.00	11.50	110.00
5-6 feet	1.50	7.00	13.50	130.00
6-8 feet	2.00	9.00	17.50	170.00
Large	2.25	11.00	21.00	200.00
Extra Large	3.00	14.00	27.50	250.00

For early bearing or quick shade buy our large and extra large sized trees. Special personal attention given to the selection of varieties and trees for customers who wish us to select the best kinds for them when accurate description of land and desires are given.

BOOK YOUR ORDER AT ONCE

For the very finest trees place your order with us at once. 10% of the total amount of your order will reserve for you the very choicest trees we have out of more than 55,000 budded and grafted trees of the highest grade pure-bred papershells. Remember we absolutely guarantee to give you perfect satisfaction. If you are not pleased with our trees in every respect we expect you to return them at our expense and receive every penny you have been out on them back. Every customer must be a satisfied one. You cannot lose when you buy your trees from us.

R. W. HINTON, PRESIDENT

A. S. HINTON, VICE-PRESIDENT

R. W. HINTON, JR., 2ND VICE-PRESIDENT

H. C. YAWN, SEC'Y AND TREAS.

PAID IN CAPITAL \$100,000.00

R. W. HINTON COMPANY

DEPARTMENT STORE

DIRECTORS:

R. W. HINTON
A. S. HINTON
H. C. YAWN
W. P. HAYNES
R. W. HINTON, JR.

DEPARTMENTS:

DRY GOODS
OUTFITTERS
GROCERY
HARDWARE
FURNITURE

We take pleasure in stating to those, who may contemplate doing business with the I. E. Bass & Sons Company, that the personnel of this Company is above reproach. They are men who do not and will not make any statement or representation that they will not back up. They are men of good business judgment and strictly honest. They have built up their business to its present proportions by honest, fair methods and by donning their overalls, working and keeping in personal touch with every department of their large nursery.

They have spared no labor or expense in getting the very best parent stock with which to graft and bud their trees. Their pecan nursery consists of about 300,000 trees. About 55,000 of this number have already been budded or grafted and about 30,000 will be ready for shipment this season. The trees in their orchard are now bearing and we have never seen finer nuts.

This Company is financially responsible for its obligations and its customers will find everything just as represented.

HCY:GHR.

Lumberton, Miss., July 3rd, 1915.

Respectfully,
R. W. HINTON COMPANY,
H. C. YAWN, Secretary.

W. W. PIGFORD, PRESIDENT

J. B. SALMOND, ACTIVE VICE-PRESIDENT

L. C. PIGFORD, CASHIER

UNITED STATES DEPOSITORY

FIRST NATIONAL BANK

CAPITAL \$100,000.00

Lumberton, Miss., July 3rd, 1915.

TO WHOM IT MAY CONCERN:

I take pleasure in stating that I have known Messrs. I. E. Bass & Sons, of this place, for ten years, and can cheerfully vouch for their integrity, honesty and ability. I feel sure that in any business transaction they will represent things exactly as they are, and give satisfaction to all customers.

Yours truly,
J. B. SALMOND, Active Vice-Prest.

REFERENCES:

BANK OF HATTIESBURG
Hattiesburg, Miss.

LAMAR COUNTY BANK
Purvis, Miss.

FIRST NATIONAL BANK
Lumberton, Miss.



\$39.00 Worth of Nuts From One of Our Bred-Up Trees Set Out Only Six Years. Notice the Size.

YOUR GUARANTEE OF UNDER-PRODUCTION

The demand for pecans is increasing faster than the population. This is the safety valve on all industries. Thousands of trees being set out are inferior varieties. Thousands more are improperly planted and cared for. Not one tree in every 1,000 already set is as fine as our high grade bred-up trees. About \$15,000,000.00 worth of nuts are imported into the United States yearly. No pecans are exported. We firmly believe that \$100,000,000.00 worth of pecans could be sold every year at mighty profitable prices, in the United States and European countries.

PLANT ONLY BUDDED AND GRAFTED PAPERSHELL TREES

The results from budded and grafted trees are the same. You graft in the winter when there is no sap in the trees and bud in the spring and summer when the trees are full of sap and the bark will peel off readily. Just as you can breed pure-bred bulls to scrub cows, you can bud or graft the fine papershell trees to scrub trees, but it is absolutely impossible to get as fine tree as if you had budded or grafted to root stocks grown from the finest papershell pecans. Common sense teaches that you cannot breed a pure-bred to a scrub and get a pure-bred offspring—it is only a half-breed. Remember we are the only people growing pecans today who use only stocks from bred-up, selected papershell pecan trees on which to bud or graft our fine varieties.

BUDDED AND GRAFTED VS. SEEDLING TREES

No planted pecan nut will reproduce the parent tree in all respects. Nine times out of ten the nut will not be as large, the tree as healthy and vigorous, nor the quality as good. By taking our buds and grafts from heavy annual bearing papershell trees, the trees we sell you are bound to reproduce the parent in all respects. Budded and grafted trees bear earlier. The nuts are large, thin shelled and alike, and sell for several times as much as badly mixed and small thick shelled seedlings. It does not cost you as much to raise the fine varieties, for you don't have to wait so long for them to bear.

PASTURES IDEAL PLACES FOR PECAN TREES

No one in the Cotton Belt should fail to grow our high-grade budded and grafted papershell pecan trees in his pastures. Simply stake so stock cannot get to them for two or three years; then your stock will manure the trees while standing under them for shade. If possible, dynamite the holes for the trees. Directions given elsewhere.

THE SOUTH HAS A MONOPOLY ON PECANS

Papershell pecan nuts cannot be grown successfully anywhere else in the world. The world must necessarily look to the Sunny South for her supply of the King of all Nuts. Our opportunity here is unusually great. Why neglect it?

OUR BUDDED AND GRAFTED TREES BEAR EARLY

Buds and grafts used by us are from the very best trees known. They are taken only from the heaviest annual bearers of large, well shaped and filled nuts. Our buds and grafts are not only selected and cut under careful, scientific and expert management but are budded or grafted on strong, stocky, thrifty, vigorous and well-rooted stocks. They are carefully bred-up instead of bred-out. Hundreds of our trees are full of bloom in the nursery rows. Dozens of little trees mature big fine nuts in the rows. All the trees are three to five years old from seed before we sell them—in two to five more years they will have a root system from 5 to 10 years old. At this age they will begin paying well where cared for.

MANY WORTHLESS PECAN TREES SOLD

Every year thousands of almost worthless pecan trees are sold. Because they are "cheap"—using the word in its worst sense—people who ought to know better get stung. We are not knockers, but because we hear and know of so much absolutely worthless stock being worked off on good honest, unsuspecting people, we feel it our duty to warn you.

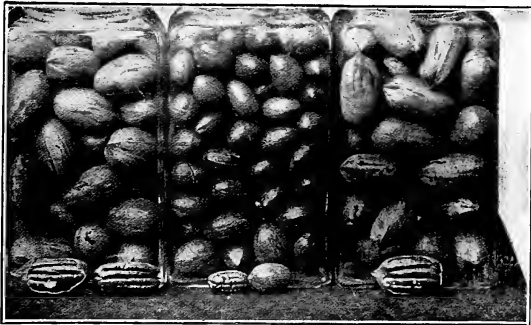
DO NOT BUY YOUR PECAN TREES FROM AGENTS

Buy your trees direct from our nursery. Get higher grade trees for your money and support no middle man. Most all agents are unreliable. They will out-talk you if given a chance and work off inferior trees right before your eyes. They often sell many pecan trees that have never been budded or grafted to even poor varieties for high grade stock. Lots of the trees agents sell have just been scarred so as to make you believe they were budded or grafted. When they bear, if they ever do, the agent has gone and the nursery he represented has changed hands or gone out of business. If fooled by them you will always regret it.



Blooming and Bearing the First Year Grafted in the Nursery Row.

In buying pecan trees you have to depend absolutely upon the honor and reputation of the party selling you the trees. If you buy from unreliable men you find out after caring for your trees until they come into bearing that you have been swindled and that you have paid good money for inferior trees that will stay that way. Our trees are guaranteed to be absolutely the best bred-up trees and to please you in every respect. We invite you to investigate our reputation for honesty, reliability, sincerity and truthfulness most thoroughly, and to come and see for yourself that our nursery trees are the highest grade pure-bred stock on the market.



The Two Outside Jars Show Our Bred-Up Kind of Nuts and the Middle Jar Half-Breds.

WHY SCRUB SEED ARE PLANTED

One pound of small seedling pecans will cost from 6 cents to 12 cents. One pound of the finest nuts from 40 cents to 75 cents. Not only does every pound of extra fine papershell pecans cost five or six times as much, but because the nuts are about three times as large, there is only about one-third as many nuts to each pound. So each large pecan costs from 15 to 16 times as much as each small one. As one nut can make only one tree, it follows that you can get fifteen or sixteen trees from small seed as cheaply as just one little tree from the fine nuts. Just because the best costs fifteen or sixteen times as much, others will not plant them for they cannot sell the trees for fifteen or sixteen times as much as the inferior trees, and of course, make as much profit. This is the one and only reason for planting small seed nuts. Common sense teaches that these trees are necessarily inferior and always will be; but as they are the most profitable for the nurserymen they will be put off on you if you will stand for it.

OUR SEED PECANS ARE THE BEST PLANTED

No other concern in the world selects their seed from trees that out-bear, out-grow, fill better and bear bigger, better and finer nuts than any other trees they can find anywhere. The seed pecan furnishes the root systems of the budded or grafted tree for all time. The habits of the

tree must forever be a part of the budded or grafted tree. So your budded or grafted tree cannot be superior unless the parent of the nut furnishing the root system is unexcelled. You cannot breed the finest Hereford bull in the world to a scrub cow and get as fine calf as if you breed him to the finest Hereford cow; nor can you plant scrub seed pecans and by budding and grafting from a fine tree get as fine nuts as if you used fine stock on both sides.

DEMAND THE FINEST TREES GROWN

Your Papershell Pecan Trees will grow bigger, bear more and become more profitable every year as they grow older. They will really be a monument to your business judgment and foresight. If you get the best you will always be glad of it yourself, you will make more money out of them and will be honored by your family, your relatives and all who know of your orchard. You will be remembered as one man who demanded the best. The finest trees will not only live better, grow faster, and look finer, but also bear earlier, bear more nuts, and bear larger and finer nuts

DON'T MAKE THIS MISTAKE

The biggest mistake possible for you to make in setting out your pecan orchard is getting half-bred or scrub pecan trees. Of course, you can buy them for a few cents less to start with, but you cannot properly set out the sorriest pecan tree for one cent less than the finest one. You cannot properly care for and cultivate it, so the only difference is the price you pay the nurserymen. It is certainly foolish and unbusinesslike to have the poor grade trees at any price when you can get the highest grade pure-bred stock that will for all time make you more pecans, larger and finer nuts that sell for more money, for a few cents more. Our bred-up trees may cost you a few cents more to start with, but in the end they are by long odds the cheapest trees you can buy—for remember the trees you set out will last their lifetime and longer.

WHY PECAN TREES COST MORE THAN OTHER TREES

Skilled experts only can successfully bud or graft pecan trees. Almost anyone can bud or graft peaches, apples, etc. It takes from three to five years to get a pecan tree large enough to sell. Other trees require only one to two years. Pecans to plant cost many times as much as other seeds where the best are used. Rats, etc., destroy the planted pecan seed badly. The pecan tree is slow to come up and start off. Every properly grown papershell pecan tree will require the attention of an expert from 15 to 25 times before it is sold. Buds and grafts from the finest trees are very expensive. Stunted trees by the hundred need to be destroyed. A smaller per cent of pecan buds and grafts live and grow off than of other trees. It costs five times as much to dig and pack pecan trees on account of such a deep tap-root.

PECAN GROWING BETTER THAN FRUIT GROWING

You know that many fortunes have been made in fruit growing. But where one pecan tree dies thousands and even millions of fruit trees die. Fruit trees blight and take San Jose scale, but not so with the pecan. While early fall frosts and the late spring freezes kill millions of dollars worth of fruit, the pecan flourishes. The fruit dealer is at the mercy of the wholesale buyer because his product will soon rot. He must sell quickly and gather the fruit in all sorts of bad weather. The pecan grower can take his time. Pecans keep for many months. They do not deteriorate while in transit to market. The cost of maintaining a fruit farm is considerable; the cost of maintaining a pecan farm insignificant. The life of a fruit orchard is of short duration; the life of a pecan orchard is such that it will bring you a life income and continue to do the same for your children and your grandchildren.

ONE PLANTING LASTS A LIFETIME

What else can you put out that will make you big profits every year, get better as it gets older, and last not only all of your lifetime, but the lifetime of your youngest child? \$1000.00 has been offered for proof that one single pecan tree ever quit bearing or died on account of old age. You can't say this for any other fruit tree that grows.



Heavy Loaded Branches of a Budded Tree
This Tree is Bending With High-
Priced Fruit.





We Carefully Weigh Each Seed Pecan Planted

WHY PECANS ARE YOUR BEST INVESTMENT

1st. One planting lasts a lifetime. The crop gets bigger and more profitable each year as the tree gets older and larger. \$1000.00 has been offered for proof of any pecan tree that has ever died or quit bearing from old age.

2nd. A few trees will make you a fine living, as many trees are now clearing over \$50.00 each, yearly.

3rd. Less attention and work is required than for any other crop of equal value.

4th. The fruit is not perishable and does not require haste in harvesting and shipping at high rates of express. No expensive packing and cold storage is necessary; you have the whole world for a market and twelve months in which to sell your crop.

5th. Pecan nuts are highly recommended by leading doctors as an article of food because they are so nutritive, palatable and easily digested. They are the most economical source for taking the place of high-priced meats.

6th. No high-priced land is required for the finest orchard—the Cotton Belt of the South being their natural home.

7th. \$1000.00 per acre, ten years after trees are set, is the value leading growers make for fine pecan orchards. \$2000.00 per acre has been refused for old orchards.

8th. Droughts, rains, hot weather or cold will not destroy your pecan crop or ruin your trees.

9th. Pecan trees are much more vigorous, thrifty, and deep-rooted, and have fewer enemies than other fruit trees.

10th. The demand for bred-up nuts is increasing faster than the supply and the price is steadily going up.

11th. There is big money in growing high grade pecans at one-fifth what they now bring. And remember the South has a monopoly on pecans for they can be grown successfully nowhere else.

12th. Customers will not take \$100.00 each for trees bought of us five to six years ago at \$1.00 to \$2.50. Many of our trees bear the second year set out and get better for the rest of your lifetime.

PECAN TREES WORTH \$2,000 PER ACRE

The Texas Department of Agriculture, Bulletin No. 2, says: "By planting pecan trees among orchard trees of shorter lived fruits, it is entirely practical to carry on extremely profitable operations on land between trees, and at the same time be growing a pecan grove that will be worth at the time that it will need all of the space, fully two thousand dollars per acre."



Look What a Fine Cluster of Bred-Up Nuts. You Can Grow Them Just as Fine on Your Land.

THE REMARKABLE PROFITS IN PECANS

One of our customers got 98 big fine pecans from one of his trees the second year set out; 638 the third and more than 2000 the fourth year. Trees ten years old have borne 155 pounds of nuts at a single crop. A tree nineteen years old produced 683 pounds in one year; and one twenty years old, 900 pounds. The record crop of 23½ bushels was thought to have been produced by the oldest tree growing—more than 200 years old at least. Notice how rapidly the trees increase in bearing as the age and size increase.

The fine papershell pecans are now selling for 35 cents to \$1.00 per pound; but at one-tenth of this there is more clear profit in growing our fine pecans than anything else you can grow on your land. One acre of pecans will soon be clearing you as much as ten acres in cotton with much less worry and trouble.

THE RAMSEY PECAN ORCHARD

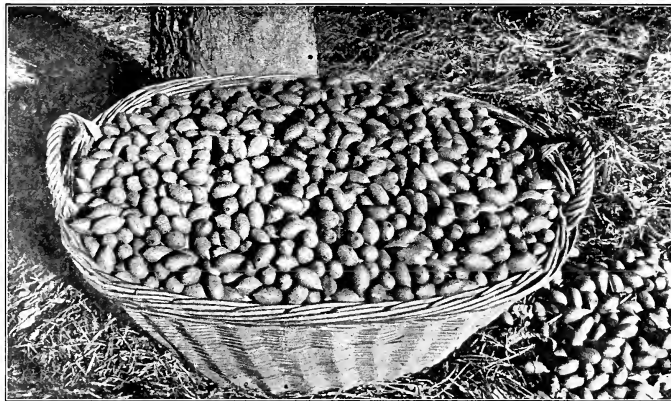
Mrs. F. D. Ramsey, living a few miles north of Albany, Ga., definitely and finally refused an offer of \$80,000 for an eighty-acre tract of twelve-year-old pecan trees. Think of it—\$1,000 per acre for land that would be worth only fifteen or twenty dollars per acre without the pecan trees.

OVERPRODUCTION—IMPOSSIBLE

A good question to ask—an easy one to answer. No. We have the world for a market and twelve months in the year to sell. The South alone can grow fine Papershell Pecans profitably. Nuts and nut products are everywhere becoming more popular. The Papershell Pecan is conceded to be the best nut that grows. There is a big profit in selling pecans at one-fifth what they now bring. Some day pecans will take their place as a regular diet, just as potatoes, flour and meats. Not one person in 5,000 has ever yet tasted the Papershell Pecan and all who try them like them and boost them.

PECAN GROWING AND STOCK FARMING

No two industries can better or more profitably be combined. Some of the finest orchards known are high class stock farms. Nothing is prettier than fine stock in a pedigreed pecan orchard. The droppings from your stock as they lie under the trees for shade naturally fertilize the trees and make them bear heavy crops.



PAPERSHELL PECAN CULTURE is the most profitable, sure, permanent, easy and healthful investment open to land owners of the South. The trees get better with age: \$1000.00 having been offered for proof that one single tree ever quit bearing or died on account of old age. No such offer could be made for any other tree.